

# Program Planning Template

## 2014 – 2017 Programs

### GY 4 – 6; EY 7 - 9

Program Applicable for: Ameren \_\_\_\_\_ ComEd \_\_\_\_\_ DCEO   X    
Nicor \_\_\_\_\_ People's Gas/North Shore Gas \_\_\_\_\_

Program Name	DCEO Illinois Energy Now Trade Ally Program (2014 through 2017)
Objective	To maximize the energy savings credited to the portfolio of Illinois Energy Now programs through the effective use of trade allies.
Target Market	The primary target markets for this effort are energy efficiency contractors, suppliers, architects, engineering firms and other entities providing energy efficiency services or products to the Illinois Public Sector served by DCEO's Illinois Energy Now Program.
Program Duration	06/01/2014 through 05/31/2017
Program Description	The DCEO Illinois Energy Now Trade Ally Program identifies and recruits energy efficiency contractors, suppliers, architects, engineering firms and other entities providing energy efficiency services and/or products to the Illinois Public Sector served by DCEO's Illinois Energy Now Program. The Program provides training and support to the Trade Allies to enable them to efficiently market the Illinois Energy Now Program to public sector end-users, thus increasing the number and quality of energy efficiency projects implemented through the Illinois EEPS Program. The Trade Ally Program also arranges workshops, trade shows and rallies to inform potential public sector representatives about the Illinois Energy Now Program. These events also give the potential end- users a chance to meet face to face with the Trade Allies who could implement their energy efficiency projects and help them navigate the DCEO incentive process.
Eligible Customers	Energy efficiency contractors, suppliers, architects, engineering firms and other entities providing energy efficiency services and/or products to the Illinois Public Sector served by DCEO's Illinois Energy Now Program.
Eligible Measures	Not Applicable

<b>Program Name</b>	<b>DCEO Illinois Energy Now Trade Ally Program (2014 through 2017)</b>										
<b>Implementation Strategy</b>	<p>ERC will expand and intensify the recruitment and participation of the DCEO Family of Trade Allies by identifying key segments of the public sector market that provide the best opportunity for participation in the Illinois Energy Now program and the largest potential for energy savings through their participation. ERC will maintain and improve the trade ally database.</p> <p>The ERC will enhance and expand its current ongoing trade ally program education by conducting basic training webinars for new and existing trade allies. These webinars will cover an explanation of the various programs, special offers, how to fill out the application forms, how to assist the customer, how to file the application, progress to date, and suggested changes to increase trade ally activities. This approach requires no travel time and minimizes the trade allies' time away from their normal business activities. We will host in person workshops, trade shows, and rallies throughout the state to offer learning and networking opportunities to both public sector representatives and trade allies.</p>										
<b>Marketing Strategy</b>	<p>ERC will continue to expand the Trade Ally Program. We will encourage active participation of current Trade Allies and educate potential Trade Allies on the benefits of the Illinois Energy Now Program and how their companies can benefit from their association with the Program. We will continue working with partner organizations to promote the benefits of the DCEO's energy efficiency program. We will intensify our outreach to efforts through webinars, trade shows, and targeted e-mails to educate potential public sector representatives on the energy efficiency incentives available and how the Trade Allies can help them navigate the process. All of the education and networking is geared to increase the quantity and quality of the energy efficiency projects done in the public sector in Illinois and thus increase the amount of energy saved through the Illinois Energy Now Program.</p>										
<b>Incentive Levels</b>	Not Applicable										
<b>Milestones</b>	<ul style="list-style-type: none"> <li>• <b>February 2014:</b> Commission approval</li> <li>• <b>March-May:</b> Final program design and protocol development</li> <li>• <b>June 2014:</b> Public Sector Trade Ally Program launch (for 2014 through 2017)</li> </ul>										
<b>Estimated Participation</b>	<table border="1"> <thead> <tr> <th></th><th><b>Year 1 Participation</b></th><th><b>Year 2 Participation</b></th><th><b>Year 3 Participation</b></th></tr> </thead> <tbody> <tr> <td>Total</td><td>400</td><td>450</td><td>500</td></tr> </tbody> </table>				<b>Year 1 Participation</b>	<b>Year 2 Participation</b>	<b>Year 3 Participation</b>	Total	400	450	500
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Savings Targets	Not Applicable																																		
Other Program Metrics	None																																		